

ORDER

KSNV

Orders

Order / Rev: 101895
 Alt Order #: 06815354
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1189
 Flight Dates: 10/30/12 - 11/12/12
 Original Date / Rev: 05/21/12 / 05/25/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Oceguera for Congress
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	81	\$25,680.00	\$21,828.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	81	\$25,680.00	\$21,828.00	0.00
Totals	81	\$25,680.00	\$21,828.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$25,680.00
Market	100%	\$128,400.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$33,384.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$26,964.00
KTUD	1%	\$1,284.00
KVVU	22%	\$28,248.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$12,840.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	4		\$135.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		11/05/12	MTWTF--						4	\$135.00		0.00			
E 2	KSNV	11/06/12	11/12/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	1	\$135.003		0.00	NM	1	\$135.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/06/12		11/12/12	-T-----						1	\$135.00		0.00			
E 3	KSNV	10/30/12	11/05/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$275.003		0.00	NM	5	\$1,375.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		11/05/12	MTWTF--						5	\$275.00		0.00			
E 4	KSNV	11/06/12	11/12/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	1	\$275.003		0.00	NM	1	\$275.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/06/12		11/12/12	-T-----						1	\$275.00		0.00			
E 5	KSNV	10/30/12	11/05/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$300.003		0.00	NM	5	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		11/05/12	MTWTF--						5	\$300.00		0.00			
E 6	KSNV	11/06/12	11/12/12	Today Show Today Show	CM	658a-9am	MT-----	:30	1	\$300.003		0.00	NM	1	\$300.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/06/12		11/12/12	-T-----						1	\$300.00		0.00			
E 7	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURM News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						1	\$150.00		0.00			
E 8	KSNV	11/04/12	11/04/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S						1	\$175.00		0.00			
E 9	KSNV	11/04/12	11/04/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$340.003		0.00	NM	1	\$340.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S						1	\$340.00		0.00			
E 10	KSNV	10/30/12	11/05/12	M-F Today Show II 3rd HGM M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$150.003		0.00	NM	3	\$450.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		11/05/12	MTWTF--						3	\$150.00		0.00			
E 11	KSNV	11/06/12	11/12/12	M-F Today Show II 3rd HGM M-F Today Show II	CM	9-10a	MT-----	:30	1	\$150.003		0.00	NM	1	\$150.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/06/12		11/12/12	-T-----						1	\$150.00		0.00			
E 12	KSNV	10/30/12	11/05/12	M-F Today Show III 4th BM Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$100.003		0.00	NM	3	\$300.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		11/05/12	MTWTF--						3	\$100.00		0.00			
E 13	KSNV	11/06/12	11/12/12		CM	10am-11am	MT-----	:30	1	\$100.003		0.00	NM	1	\$100.00

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M-F Today Show III 4th H Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/06/12	11/12/12	-T-----	1		\$100.00		0.00						
E 14	KSNV	10/30/12	11/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$100.003		0.00	NM	2	\$200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	2		\$100.00		0.00						
E 15	KSNV	11/06/12	11/12/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	1	\$100.003		0.00	NM	1	\$100.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/06/12	11/12/12	-T-----	1		\$100.00		0.00						
E 16	KSNV	10/30/12	11/05/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$150.003		0.00	NM	2	\$300.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	2		\$150.00		0.00						
E 17	KSNV	10/30/12	11/05/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$100.003		0.00	NM	3	\$300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	3		\$100.00		0.00						
E 18	KSNV	11/04/12	11/04/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$175.00		0.00						
E 19	KSNV	10/30/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	3		\$175.00		0.00						
E 20	KSNV	10/30/12	11/05/12	News 3 at 4 News 3 at 4	CM	4-430p	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	3		\$250.00		0.00						
E 21	KSNV	10/30/12	11/05/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	3		\$250.00		0.00						
E 22	KSNV	10/30/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	6	\$375.003		0.00	NM	6	\$2,250.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	6		\$375.00		0.00						
E 23	KSNV	10/30/12	11/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$350.003		0.00	NM	4	\$1,400.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	4		\$350.00		0.00						
E 24	KSNV	10/30/12	11/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$225.004		0.00	NM	5	\$1,125.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$225.00		0.00						
E 25	KSNV	11/03/12	11/03/12		CM	630-7pm	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WKnd Jeopardy SAT/Jeopardy JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$150.00 0.00															
E 26	KSNV	11/03/12	11/03/12	WKnd Wheel of Fortune CM SAT/ Wheel of Fortune		7-730pm	-----S-	:30	1	\$135.004		0.00	NM	1	\$135.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$135.00 0.00															
E 27	KSNV	11/05/12	11/05/12	Mon PR 10-11p CM Monday Prime 10-11pm		10-11pm	M-----	:30	1	\$900.003		0.00	NM	1	\$900.00
SMASH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$900.00 0.00															
E 28	KSNV	10/30/12	10/30/12	Tues PR 10-11p CM Tuesday Prime 10-11pm		10-11pm	-T-----	:30	1	\$900.003		0.00	NM	1	\$900.00
PARENTHOOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$900.00 0.00															
E 29	KSNV	11/01/12	11/01/12	Thurs PR 10-11p CM Thursday Prime 10-11pm		10-11pm	---T---	:30	1	\$950.003		0.00	NM	1	\$950.00
AWAKE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$950.00 0.00															
E 30	KSNV	11/02/12	11/02/12	Fri 10-11p CM Friday Prime 10-11pm		10-11pm	----F--	:30	1	\$750.003		0.00	NM	1	\$750.00
DATELINE NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$750.00 0.00															
E 31	KSNV	11/03/12	11/03/12	Sat PR 10-11p CM Saturday Prime 10-11pm		10-11pm	-----S-	:30	1	\$350.003		0.00	NM	1	\$350.00
LAW & ORDER: SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$350.00 0.00															
E 32	KSNV	11/04/12	11/04/12	Sun PR 10-11p CM Sunday Prim 10-11pm		10-11pm	-----S	:30	1	\$300.003		0.00	NM	1	\$300.00
LAW & ORDER AFTER NFL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$300.00 0.00															
E 33	KSNV	10/30/12	11/05/12	M-F News 3 at Eleven CM M-F News 3 at Eleven		11pm-1135pm	MTWTF--	:30	5	\$375.003		0.00	NM	5	\$1,875.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/30/12 11/05/12 MTWTF-- 5 \$375.00 0.00															
E 34	KSNV	11/03/12	11/03/12	Sa-Su News 3 at Eleven CM Sa-Su News 3 at Eleven		11pm-1135pm	-----S-	:30	1	\$350.003		0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$350.00 0.00															
E 35	KSNV	11/04/12	11/04/12	Sa-Su News 3 at Eleven CM Sa-Su News 3 at Eleven		11pm-1135pm	-----S	:30	1	\$350.003		0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$350.00 0.00															
E 36	KSNV	10/30/12	11/05/12	The Tonight Show CM Tonight Show		1135p-1237a	MTWTF--	:30	3	\$185.003		0.00	NM	3	\$555.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/30/12 11/05/12 MTWTF-- 3 \$185.00 0.00															
E 37	KSNV	11/03/12	11/03/12		CM	1130pm-1:02am	-----S-	:30	1	\$450.003		0.00	NM	1	\$450.00

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Saturday Night Live															
Saturday Night Live															
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-			1				\$450.00		0.00			
E 38	KSNV	11/04/12	11/04/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	3	0.00	NM	1	\$4,000.00
				NFL Football											
SUN NT FB: DALLAS @ ATLANTA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S			1				\$4,000.00		0.00			
													Totals	81	\$25,680.00